



Donna Snow

The Art of Writing Engaging Nonfiction

A four-session course

Does fiction and nonfiction writing have anything in common? After all, their goals are fundamentally different. One seeks to entertain; the other seeks to educate. But compelling stories exist in Scripture, and we can learn from Jesus' example how story-telling techniques come in extremely handy. This course teaches the basics of excellent writing, research resources, and how to outline and write a nonfiction book.

Session 1: The Basics of Excellent Writing

- Identifying your genre and readers; state a clear goal/benefit upfront.
- How to create a discernable beginning, middle & end.
- How to arc your storyline, use action verbs, and put the power at the end of sentences.
- Read other writers and practice techniques regularly.

Session 2: The Mechanics of Writing a Compelling Story

- How to find and write in your own voice: VITAL.
- Deploying emotional language by using imagery, metaphors, and humor.
- How to tell a memorable story: lessons from Jesus.
- Learning to use all five senses and descriptive words: no lazy writing!

Session 3: How and Where to Conduct Proper Research and Find Sources

- The Internet: pros, cons, and how to find trusted resources.
- Social media: valuable for audience "polls" and a source of rich discussion groups.
- Libraries, seminaries, and trusted teachers/experts.
- Surprising resources.

Session 4: How to Outline and Write a Nonfiction Book

- Questions to pray through and ways to carve out appropriate writing time.
- How to structure the bones and frame of your book.
- How to engage your audience and keep them turning pages.
- How to leverage various avenues for launching your book: traditional published or self-pub?

The course is taught live by Donna through Zoom. Each one-hour session is \$50 for a total course cost of \$200. Each course includes handouts with insider tidbits learned through 14 years of published writing.

About Donna: Donna has published 13 non-fiction books, eight of which are traditionally published, and five of which are published through a national women's mission organization with accompanying videos. Donna is a sought-after speaker and regularly travels the world to teach from Scripture. Donna leads biblical and historical teaching tours through the Holy Land, Germany, Scotland, Greece, Turkey, and Italy. Visit her website for more information: www.ArtesianMinistries.org.